

MARKETING

# **MARKETING:-**

## **PRINCIPLES AND APPLICATIONS**



**ROWLAND WORLU Ph.D**  
**OMOTAYO ADEGBUYI Ph.D**  
**JOSEPH KEHINDE Ph.D**

MARKETING

# **MARKETING: PRINCIPLES AND APPLICATIONS**



**MACROWLY PUBLISHERS**

**Rowland Worlu, Ph.D**  
**Joseph Kehinde, Ph.D**  
**Omotayo Adegbuyi, Ph.D**



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PLOT 4 AIRFORCE RD

P.O. BOX 7608, ELIOZU,

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EMAIL: [mckonsult@gmail.com](mailto:mckonsult@gmail.com)

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## FOREWORD

The turbulence in the business environment and the ever-changing needs of consumers make it desirable to have a maze of texts that equip the students and sharpen the skills of the practitioner. This is why this book has come to fill a gap.

I was privileged to peruse through the chapters and my impression is that this book has surfaced at the appropriate time to address the segmented quagmire in the business environment occasioned by economic reforms, competition, and changing consumer needs.

The aim of this book, to my mind, is to provide a modern and basic text for beginners in business studies in the Universities. The book also takes into account the needs of students preparing for professional examination in marketing and related disciplines. The interest of the practising manager who constantly needs to refresh and update his knowledge is also covered in this book.

While I commend the zest of the authors in recognizing the need for a book of this nature, I encourage those who have a need for a reliable marketing text to avail themselves of the opportunity offered by this book.

*Prof. I. C. Achumba  
(Professor of Marketing)  
HOD. Dept. of Business  
Administration  
University of Lagos.*



## DEDICATION

To all marketing student in  
Covenant University, both past and present.

Prof. I. C. Adeniran  
(Professor of Marketing)  
HOD Dept. of Business  
Administration  
University of Lagos

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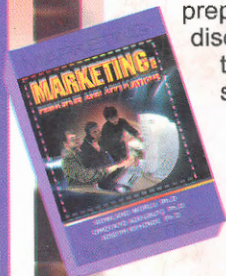
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## THE BOOK

**A**part from training people to succeed in establishing, maintaining and enhancing long-term customer relationship, at a profit, marketing seeks to make people become enlightened consumers irrespective of their ultimate location in life. In other words, marketing is a discipline designed to equip the practitioners and develop critical consumers capable of making full use of the resources at their disposal.

Building on this fundamental focus, this text articulates the basic theories and practical rules, which help the student develop analytical approach to the study of marketing in preparation for further studies. The practitioner will also discover that the text puts at his fingertips the techniques and processes necessary for a giant stride in all marketing operations.



## THE AUTHORS

### **ROWLAND WORLU**

Holds a Ph.D Degree in Marketing and is a marketing lecturer in the Department of Business Studies of Covenant University, Ota. He has authored many books across disciplines and published a number of research findings in both local and foreign journals as well as conference proceedings.

### **OMOTAYO ADEGBUYI**

Holds a Ph.D Degree in Marketing and is a marketing lecturer in the Department of Business Studies of Covenant University, Ota. He has published widely in both national and international journals as well as conference proceedings. He is a 2007 recipient of the F. S Idachaba foundation for research and scholarship.

### **JOSEPH KEHINDE**

Holds a Ph.D Degree in Marketing and is a marketing lecturer in the Department of Business Studies of Covenant University, Ota, where he blends versatile industry experience in Advertising with marketing theory. He has published articles in both local and foreign journals; and has also participated in Conferences (both local and international).



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